

HILANA NASSER

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OBJECTIVE

Creative professional with 9+ years of experience across in-store experience, design, and fashion. Formerly with ZARA Man in Doha, Qatar, where I turned trends into visual stories that feel current and relevant. I bring together a background in advertising and UX with hands-on fashion experience.

SKILLS

- **Visual Commercial** // Spatial Storytelling & In-Store Guidelines.
- **Trend Translation** // Runway to Shopfloor Activation.
- **Brainstorming Sessions** // Mind Mapping and SCAMPER.
- **Copywriting** // Captions, Ad Copy, Slogans, Titles, Headlines, and Brand Naming.
- **Languages** // English (Professional) and Arabic (Native)

WORK EXPERIENCE

- Visual Commercial (ZARA Man) – Qatar** Dec. 2024 – Dec. 2025
- Adapted global Inditex guidelines to regional customer behavior and market preferences, supporting store KPIs and commercial performance.
 - Led weekly INET boosters, mentoring team members to strengthen product knowledge and storytelling, boost team energy, and elevate the overall in-store customer experience.
- English Copywriter, Hopscotch Middle East – Lebanon** Mar. 2024 – Jun. 2024
- Came up with slogans and taglines for 5 brands across various industries.
 - Crafted captions tailored to brand voice and audience personas for Coral Gas Station, POLARIS, and Indian Motorcycle.
- Freelance Poster Designer, Seenaryo NGO – Remote** Jul. 2022 – Dec. 2022
- Designed digital posters for 5 different theater play directors.
 - Conceptualized, sketched, and illustrated visuals using adobe illustrator and photoshop.
- Content Creator & Analyst, MindField Digital – Lebanon** Mar. 2017 – Dec. 2019
- Assisted in the creation of HiCart.com's social media pitch from A to Z during the 90-day introductory period.
 - Managed Mindfield Digital, OLX, Goodies, HiCart.com, Kleenex Arabia, and Huggies Arabia's editorial calendars. (Captions + Visual Direction)

PROJECTS

- DRAW YOUR FEAR** Jul. 2024 – Aug. 2024
- A platform where you can turn your fear into art and let underrated artists capture your emotions.
- **Tools:** Figma and Illustrator.
 - **Main Features:** Case Study, Prototyping, and Website/Mobile App Design.

EDUCATION

- Bachelor of Communication Arts in Advertising Design** Oct. 2011 – Jun. 2014
- Lebanese International University, Beirut, Lebanon